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WAR FOOD ADMINISTRATION

U.S. FOOD DISTRIBUTION ADMINISTRATION

WASHINGTON, D. C.

A
Subject Matter

"Nutrition in Industry"

Type of Presentation

Interview and Drama

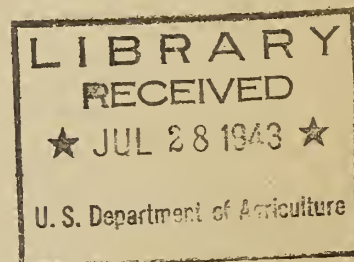
Approximate Length

Fourteen Minutes

Source

"WOMANPOWER"

(CBS and Federal Security Administration)



(1901-1902)

AD 26
910

WOMANPOWER

MUSIC: THEME—FADE FOR

WOMAN: Womanpower! The power to create and sustain life—the power to construct in the midst of destruction. An unlimited source of moral and physical energy—working—for victory! This is Womanpower!

MUSIC: UP AND OUT

ANNOUNCER: This is _____ bringing you the story of Womanpower—the story of what some women are doing and what all women can do to help win this war. Three armies are fighting this war—the army in uniform, the army in overalls, and the army in aprons. Our story today is about this last army—the millions of American women who must see to it that vitamins and calories go into workers meals and lunch pails.

SECRETARY: I know food is important, Mr. _____, but people have lived a long time without knowing there ever was such a thing as a vitamin. People got hungry—they ate—and that was that!

ANNOUNCER: Yes, Miss _____, but what did they eat? Not the one-sided diets and superrefined foods of today. Grandpa's eating ~~habits~~ were by accident pretty good, but eating habits have changed a lot since Grandpa was a boy—and for the worse. Now that we're at war we're finding that out. The month the war started our factories were losing 24 million man-hour days because workers stayed at home—and they stayed at home

(MORE)

JUL 27 1943

ANNOUNCER: usually because they were sick—and a lot of sickness
(Cont.) can be traced to eating the wrong kinds of food.

SECRETARY: Well, giving our war workers the right food seems to be a good job for women—we've been feeding you men all through history.

ANNOUNCER: It certainly is a job for women—and they're doing it, too. In Springfield, Massachusetts, the volunteer Red Cross Workers went right into a war plant with a canteen service for the workers there. In Bridgeport the wives of workers are swapping recipes for box lunches, each one following the Government Food Rules. All over the country, women are tackling the job of building the strength of war workers through proper food. Look at these figures, Miss _____. If all our war workers would keep physically fit—and that means first of all eating the right foods—they would save America more than 80 million working days in the next year—and that would amount to 14 thousand bombers—10 battleships—and 33 thousand tanks.

SECRETARY: That's almost enough to win a war.

ANNOUNCER: It is that. As for morale and the will to fight—well, the Nazis know what food can do for that. In Occupied France, for example, the Nazis are robbing the people of food—not just because it's needed in Germany—but also for another reason. (SLIGHT FADE)

SOUND: DOOR OPENING OFF MIKE

CAPTAIN: Ja, Herr Leutnant. What is it?
(GERMAN)

LIEUT: (COMING IN) The food supplies, Herr Kapitan. The French
(GERMAN)
are grumbling about the lack of food, and those French workers of mine are complaining. I am afraid we will have trouble.

CAPTAIN: There will be no trouble...not when we keep those fools hungry. That's our policy.

LIEUT: But if they are hungry and weak, how can they do the work?

CAPTAIN: Herr Leutnant. Do you not know? It is all figured out. We know just how much food to take, how much to leave--the exact amount. Enough to work without falling down--but not enough that they will ever cause us--any--trouble.

MUSIC: PLAY OFF

ANNOUNCER: And so you see, Miss____, our enemies are using food to conquer--to enslave. We, in turn, must use food to free those conquered nations and keep ourselves free. That's why the Federal Government is concerned about the food of our war workers no less than it is about the food of our soldiers--and American soldiers are the best fed fighting men in the world.

SECRETARY: But surely, Mr.____, there isn't going to be a shortage of food in America. This is the land of plenty!

ANNOUNCER: There'll be plenty of food all right, Miss____, because the farmers and their families are putting the Food for Victory program over the top. But even so, the Office of Defense Health and Welfare Services estimates that 40 million Americans are not getting the food necessary for good health.

SECRETARY: Forty--million!

ANNOUNCER: Yes--and it shows up in poor teeth, indigestion, night blindness, fatigue--oh, in a hundred different ways. It hits the rich as well as the poor.

SECRETARY: It's the kind of food, not the quantity I take it.

ANNOUNCER: That's right. And it's showing up in planes and tanks, too—in planes and tanks that never get built. If American war workers did have a scientific diet—full of the right vitamins and calories—well, let me show you what could happen in every war plant in the country. A small manufacturer on the Eastern Seaboard got a war contract. He added men and women to his pay roll until he had about 250 people working—but not working well. One day the owner and his plant manager were going over production figures. (SLIGHT FADE)

OWNER: (FADING IN) What's the idea, Kane? Twenty-four workers added this month—and still production is down! What's the matter with this plant?

MANAGER: Now, Mr. Thorne, if you will just look at—

OWNER: I'm looking! Eight hundred and some less hours worked—and yet we have twenty-four more workers! Why?

MANAGER: Well, take colds, Mr. Thorne. Some workers've been out with colds and flu. I can't control the germs, you know.

OWNER: But you can control accidents—or you ought to! Look at those figures! Accidents up four point six. One of these days our insurance is going to be cancelled out on us!

MANAGER: That's something I don't understand. We've got all the safety devices—we've got safety slogans plastered all over the place—I don't know the answer.

OWNER: I know what the Government's answer'll be if we don't get production up! It'll be "you're through!"...Well...let's get some lunch, Kane.

MANAGER: How about driving into town?

OWNER: ~~No~~ haven't time. We'll eat at the hole-in-the-wall. Maybe some fellow in the plant will have an idea over there. Lord knows we need one. (FADE)

SOUND: BUSY CROWD (RECORD PLUS CAST)

MANAGER: (PAUSE—THEN FADE IN) Say, look at the crowd, Mr. Thorne. We'll never get in over there. Let's go back through the plant and try the Greasy Spoon.

OWNER: Okay—one's as bad as the other. There just aren't enough eating places around here to handle all these workers.

MANAGER: A lot of them bring their lunches. Like Mike over there. (CALLING) How are you, Mike?

MIKE: (COMING IN) Fine, thank you. Good morning, Mr. Thorne. (IRISH)

OWNER: Good morning, Mike. Do you have to hide in a corner to eat your lunch?

MIKE: I do that to keep the peace. I've had two fights with Lars Andersen already.

MANAGER: Fights? I thought you two were friends. What did you fight about?

MIKE: Carrots, mostly.

MANAGER: Carrots!

MIKE: Sure...want one?

MANAGER: No, thanks.

MIKE: You see, it's this way. Every day for lunch, Lars takes two hot dogs out of his box. His wife fixes 'em the night before.

(MORE)

MIKE: Then when I take out me own lunch--lettuce sandwich, whole
(Cont.) wheat bread, raw carrots, meat loaf, orange, bottle o' milk--
when Lars sees that, he calls it--er--sissy food. Why
don't you eat fighters' grub like I do, he says. And then...
well...then I pins his ears down.

MANAGER: I see. Well, Lars is out sick today anyhow. But tell me,
Mike...you used to buy your lunch...sandwich and a bottle
of pop every day.

MIKE: Sure, but that's before me old lady got thim Gov'mint rules
about food and started packin' my lunch. First I kicked
like a bull, but ~~no more~~. Feelin' better every day now.

OWNER: And Lars is out sick you say, Kane.

MANAGER: Yes.

MIKE: Me old lady says he's diggin' his grave with his teeth.

OWNER: Kane...I think I know what's wrong with our production figures,
Come along...I've got an idea.

MUSIC: BRIDGE

SOUND: OUT WITH MUSIC

SECRETARY: And what was the idea, Mr. _____?

ANNOUNCER: The idea was to set up a cafeteria for the workers and hire
a trained dietician to run it.

SECRETARY: And did it solve Mr. Thorne's production problem?

ANNOUNCER: Not entirely. But some time later when he was going over the
figures again, Thorne was in a much better humor. (SLIGHT FADE)

OWNER: (COMING IN) Kane, I think that cafeteria was the best idea
we've ever had. Production is picking up.

MANAGER: And the men are happy about it. By the way, Mr. Thorne, the woman you hired to run that cafeteria is a wonder... she's even got 'em drinking milk from a pushcart she sends around the plant. Never thought I'd live to see that!

OWNER: Well, Kane, Napoleon said an army travels on its stomach. Darned if I don't think a factory does, too!

MUSIC: PLAY OFF

SECRETARY: What about all the other war plants, Mr. ____? Are they doing the same for the food their workers eat?

ANNOUNCER: Not yet, Miss _____. But women all over the country are attacking the job on three fronts; the home front, that is... following the Government Food Rules and joining Health for Victory Clubs. The industrial front—which reminds me of the cafeteria in the bomber plant we visited.

SECRETARY: Oh, yes. What a swell meal that was.

ANNOUNCER: It was good...and good for you. Those meals all have the right food in the right proportions. The woman who runs it is a trained nutritionist.

SECRETARY: What's the third front, Mr. ____?

ANNOUNCER: The community. And the woman who can tell us about this third front is right here in the studio. Mrs. _____, there's something about nutrition that's pretty ephemeral. You just can't isolate a vitamin or calorie and say, "America needs this to win the war."

GUEST: That's true—but there's no longer any doubt about the vitamin. It's hidden, but it does its work well. We're slowly but surely realizing that we must put it to work—that it is in the food workmen need to eat.

ANNOUNCER: A fact that our allies, Great Britain and Canada have realized.

GUEST: Oh yes—to the very fullest. In ~~England~~ the Government can require a canteen in every plant that employs 250 or more men and women. In Canada, every war contract carries a clause to the effect that health facilities, and that includes eating facilities, must be satisfactory.

ANNOUNCER: Are we making any progress in nutrition in the United States?

GUEST: We have a national program—and we're all hard at work. The program is directed by the Office of Defense Health and Welfare Services in Washington. That office acts in cooperation with other Government agencies—like the U. S. Department of Health—so that the whole story of how to eat to keep fit can come from one source.

ANNOUNCER: Let's have a look at the three food fronts we've talked about today—to see how to use that agency. Supposing I'm Mrs. X—out there in the audience. I pack a lunch for a son or husband or both, who work in a war plant. What's likely to be wrong with the kind of lunch I pack?

GUEST: The average worker's lunch consists of white bread sandwiches, pie, soft drinks or coffee, and candy.

ANNOUNCER: What's wrong with that kind of a lunch?

GUEST: It's simply out of balance. It does not supply the minimum of 1/3 the daily food needs recommended for workers lunches.

ANNOUNCER: Then, what do I do to correct that type of lunch?

GUEST: Let me cite the case of Mrs. B. of Bridgeport, Connecticut. The women in that city adopted the slogan—"Pack a Lunch a Man Can Work On." So Mrs. B.—who makes up five lunches every day for members of her family—sees to it that her sandwiches are made of enriched white bread or whole-grain bread, filled with meat, poultry, or some chopped vegetable or peanut butter. She tucks in a raw carrot or tomato or puts in a vegetable salad in a paper container. Or she puts some vegetable soup or stew in a vacuum bottle. She adds fruit for dessert.

ANNOUNCER: That's a formula for a lunch a man can work on?

GUEST: That's right.

ANNOUNCER: Supposing Papa says he doesn't like raw carrots—doesn't like the taste or sound?

GUEST: Mr. _____—I think Papa's an intelligent man. Now, if Mama just wouldn't nag him about eating the carrot, I think he would eat it. Army flyers are given raw carrots. Soldiers on the production line need them too. Remember, though, Mr. _____, there are other foods such as raw salads and tomatoes as well as carrots. It's possible to prepare nutritious lunches that appeal to all tastes.

ANNOUNCER: How can women get the specific information on what's good for the lunchbox?

GUEST: There are thousands of community nutrition committees that have information. They'll be glad to send her the simple food rules—or she can get them from Washington. All she needs to

GUEST: do is address a letter to the Office of Defense Health and Welfare Services, Washington, D. C. There are classes, Health for Victory clubs for wives of war workers, in many communities.

ANNOUNCER: I hope there'll be more of these.

GUEST: There will be. But, remember, Mr. _____, the lunch isn't the only meal a worker eats. His breakfasts and dinners should be planned with care, too. Why we've discovered in one plant alone that 5,000 workers, some traveling 30 miles to work—arrived without having had breakfast. I call that the breakfast blackout—and it costs us time and money.

ANNOUNCER: Looks like the women have a job cut out for them.

GUEST: We're counting on the millions of homemakers to help us. What they did in Springfield, Massachusetts, and Bridgeport, Connecticut, they can do elsewhere. It's the job of those people in Washington to help them, too. If they will write to this station they can get the name of the nearest local nutrition committee members or the chairman of the _____ State Nutrition Chairman.

ANNOUNCER: Now—let's take the case of the industrialist. He has a plant that's grown too fast for the eating facilities around it. He's interested in the canteen idea, let us say, the idea of bringing around milk, nutritious sandwiches, and fruit. First, will these canteens waste the worker's time?

GUEST: No. In a Minneapolis plant it takes 7 minutes to serve 100 workers at a canteen...One employer told me that he has saved \$24,000 in one year thru cutting down accidents and absences by serving adequate food to his workers every four hours.

ANNOUNCER: Where can the plant owner or personnel manager get help in establishing a nutrition program in his plant?

GUEST: A free advisory service is offered to war plants to aid them in pepping up production by cutting down lost hours and accidents. The plant director should write for this advice to the Office of Defense Health and Welfare Services, Washington, D. C.

ANNOUNCER: Now—let's look at the last of the three fronts—the community. That Springfield, Massachusetts, experiment is an example of what communities can do. How was this project organized?

GUEST: Many groups in the community cooperated. For ten days the women volunteer workers in the Springfield Red Cross Canteen Corps, with the cooperation of the president of a war plant, gave a demonstration. They went into the plant and served the workers hot soup, nutritious sandwiches, and milk. Following that demonstration they served the workers on the night shift in another plant at 2:45 every morning for four months until their cafeteria was completed. The workers said they felt better and worked better.

ANNOUNCER: It seems to me that what was done there is a sort of challenge to women everywhere.

GUEST: Yes, the Springfield demonstration—what they are doing at Bridgeport, Connecticut, and what can be done in every home kitchen—all are challenges to women everywhere. Every woman can be a kitchen soldier. It's a job that can start today. Food is power.

MUSIC: PLAYOFF AFTER INTERVIEW

ANNOUNCER: And that's the story of the army in aprons—the army of women who serve victory meals to war workers, at home, in lunch boxes, in factories, and in community projects. A war job in which all women can help—by joining Health for Victory Clubs—by serving meals that follow Government Food Rules—the sort of job that can make America the strongest, healthiest nation on earth. This is _____ saying good bye until _____.

MUSIC: BULGE

WOMAN: An unlimited source of moral and physical energy—working for victory. This is Womanpower.

MUSIC: THEME

ANNOUNCER: This is station _____.